

## Message Text

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ACTION EUR-06

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TO USDOC WASHDC

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E.O. 11652: N/A

TAGS: EGEN, BEXP, BU, US

SUBJECT: US FIRM CONTRACTS FOR \$5 MILLION BULGARIAN PRODUCTS

1. DON ROSS, CHAIRMAN OF BOARD OF GREEN CROSS INDUSTRIES OF KANSAS CITY, KANSAS AND LES MORITZ, INTERNATIONAL MARKETING MANAGER OF SUBSIDIARY FIRM CALLED AMERICAN OVERSEAS TRADING CORP. OF DES MOINES IOWA HAVE INFORMED EMBASSY THAT THEY HAVE SIGNED CONTRACT MAY 28 FOR IMPORT OF \$5 MILLION OF BULGARIAN PRODUCTS TO US IN 1974.

2. ACCORDING TO ROSS AND MORITZ GREEN CROSS WILL BECOME EXCLUSIVE US DISTRIBUTOR FOR BALKANCAR ELECTRIC TRUCKS AND HOISTS IN US, REPLACING MASSACHUSETTS FIRM WHOSE CONTRACT WILL NOT BE RENEWED BY GOB WHEN IT EXPIRES THIS JUNE. GREEN CROSS EXPECTS TO IMPORT \$3 MILLION WORTH OF ELECTRIC TRUCKS THIS YEAR AND APPEAR QUITE ENTHUSIASTIC ABOUT SALES PROSPECTS THROUGHOUT US. IN ADDITION THEY HAVE CONTRACTS FOR 45,000 BICYCLES WITH HOPES TO IMPORT UP TO 200,000 PER YEAR BY 1975. THEY ARE ALSO INTERESTED IN TAKING OVER DISTRIBUTORSHIP FOR SPECIALTY PRODUCTS INCLUDING OIL FILTERS AND AIR CLEANERS. WHEN THEY RETURN TO BULGARIA IN JUNE THEY EXPECT TO BEGIN NEGOTIATIONS WITH PHARACHIM FOR EXCLUSIVE RIGHTS TO BULGARIAN PHARMACEUTICAL PRODUCTS WHICH WOULD BE DISTRIBUTED IN US UNDER GREEN CROSS LABEL. ACCORDING TO ROSS THERE ARE "REASONABLE EXPECTATIONS" OF AS MUCH AS \$10 MILLION PER YEAR IMPORTS FROM BULGARIA FOR HIS

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COMPANIES.

3. COMMENT: ROSS ASKED THAT ARRANGEMENT WITH BALKANCAR BE KEPT CONFIDENTIAL, BUT WE HAVE HEARD FROM GOB THEIR DISSATISFACTION WITH PRESENT ARRANGEMENTS WHICH WERE LIMITED TO SMALL DISTRIBUTORSHIP IN NEW ENGLAND AREA. ALTHOUGH ROSS APPEARS TO BE REPUTABLE BUSINESSMAN, THERE IS NO LISTING IN LATEST DUN AND BRADSTREET FOR AMERICAN OVERSEAS TRADING CORPORATION, ALTHOUGH GREEN CROSS IS SHOWN TO HAVE "FAIR" CREDIT RATING BASED ON ANNUAL BUSINESS OF \$1-10 MILLION. WOULD APPRECIATE ANY INFORMATION USDOC CAN SUPPLY ON EITHER FIRM SINCE GOB HAS IN THE PAST TIED IN WITH SMALL US IMPORTERS WHO HAVE NOT BEEN ABLE TO HANDLE GOOD NATIONWIDE DISTRIBUTION OF BULGARIAN PRODUCTS. WE ARE OF COURSE ENCOURAGED BY SIZE-ABLE CONTRACT WHICH SHOULD FURTHER US EXPORTS GIVEN GOB POLICY OF SEEKING BILATERAL TRADE BALANCE WHEREEVER POSSIBLE.  
HERZ

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** IMPORTS, TRUCKS, SPARE PARTS, DRUGS, CONTRACTS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 29 MAY 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Authority:** garlanwa  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 28 MAY 2004  
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**Disposition History:** n/a  
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